

SCIENCEPRENEURS Initiative

Session powered by NANO EATERS

**Tools to help entrepreneurs take
the leap from the lab to the market.**

Simultaneous translation to EN/PT/ ES

25 MARCH
2021 10:00
London Time

AGENDA

10h10 Presentation of the NANO EATERS Project

María José Mariño Fontenla, GAIN - Galician Innovation Agency, Xunta de Galicia

María José is an Industrial Technical Engineer with over 15 years of experience in leadership and management. She has promoted initiatives in management, innovation, business competitiveness, research, employment, management training and educational improvement.

10h20 Strategic Decision Making – *An Introduction to the Business Model*,

Elisabete Maria Sampaio Sá, Professor of Marketing, Strategy and Entrepreneurship, School of Economics and Management, University of Minho.

Elisabete has over 15 years' experience acting in the area of Entrepreneurship, in particular, in supporting the development of knowledge-based new businesses. She is a Scientific Mentor of University of Minho academic spin-offs and Innovation Strategy Officer at StartupCity Braga, within the scope of the Global StartupCities initiative.

10h50 Sales as the Engine of a Company: Setting Up the Process for Market Success

Angel Garrorena Crisóstomo, CEO, Lean Sales

With over 20 years of business experience, Angel has worked in renowned multinationals and also created his own companies, developing a sales methodology, Lean Sales. He is also Professor at IE Business School, Universidad Complutense de Madrid, Universidad Antonio Nebrija, INEDE, EOI, The Valley.

11h20 Branding Your Innovation: Practical Tips

Luis Ferreira, European Patent Attorney, Patentree

Luis has assisted Startups and larger companies in developing strategy and prosecution for their IP management. He is also a Portuguese Patent and Trademark Attorney and a European Trademark and Design Attorney. He is a partner at Patentree.

11h50 Q&A and Closure

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